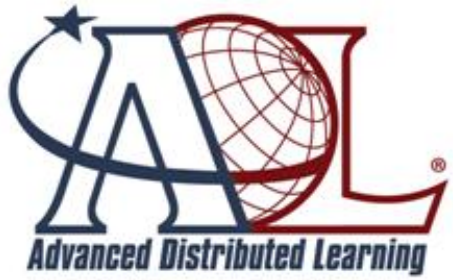

The Power of Global Collaboration

Defense | Government | Industry | Academia

Transmedia Storytelling

iFest 2011 - 4 August

Dr. Elaine Raybourn, ADL Research Scientist, Sandia Labs
Aaron E. Silvers, ADL Technical Team Community Manager, contractor with Problem Solutions

What We'll Cover

- What is Transmedia?
- How is Transmedia currently employed by the Services?
- How might Transmedia improve the results of our training and development programs?

What is Transmedia?

A process where integral elements of a narrative get dispersed systematically across **multiple delivery channels** for the purpose of creating *a unified and coordinated narrative experience.*

Ideally, each medium makes *its own unique contribution* to the unfolding of the story.

"A system of telling stories"

Four Transmedia Principles

- Place (worldbuilding)
- Characters (subjectivity)
- Narrative (seriality)
- Audience Interface (performance)

- More on Henry Jenkin's principles

http://henryjenkins.org/2010/06/transmedia_education_the_7_pri.html

Worldbuilding

MMORPGs and multi-player training games have conditioned audiences to expect personalized experiences with…

- Scale & Intimacy
- Opportunities for Serendipity & Discovery
- Increased Immersion (Suspends Disbelief)
- Role-play

http://flic.kr/p/8D5QkQ

http://flic.kr/p/N8LAe

Army and USMC Training Centers

National Training Center

Joint Readiness Training Center

USMC 29 Palms

Stryker Brigade BCTC

Personas and Characters

- What makes a good transmedia character?
  - Recognizable silhouette (Darth Vader, Bugs Bunny)
  - Identifiable actions (the "force choke," chomping on a carrot)
  - Recognizable voice
  - Heroes, Icons

http://flic.kr/p/6RLo2s

http://flic.kr/p/9tXxGi

THE OFFICIAL U.S. ARMY GAME

AMERICA'S ARMY

AA3 : DOWNLOADS : COMMUNITY : REAL HEROES : SUPPORT : U.S. ARMY : AA

LOGIN
REGISTER
FORUM

NEWS
NEWSLETTER
GRAPHIC NOVEL
MISSION CHALLENGE

YOUTUBE
FACEBOOK

OVERVIEW
BLOGS

SFC JOHN ADAMS
MAJ JASON AMERINE
SGT MONICA BROWN
SFC ROBERT GROFF
SGT JASON MIKE
SSG TIMOTHY NEIN
SGT TOMMY RIEMAN
1LT GERALD WOLFORD
SSG MATTHEW ZEDWICK

Soldiers in our Real Heroes program would never contact anyone to request personal information, initiate conversations on websites or solicit funds.

REAL HEROES

Heroes are people of distinguished courage or ability, admired for their brave deeds and noble qualities. The *America's Army* Real Heroes program puts a face on some of the exceptional Soldiers who are at the forefront in the defense of freedom.

The *America's Army* project is proud to recognize the following nine Real Heroes for their dedication and gallantry in action! Check out the details of some of the Army's bravest Soldiers below!

SERGEANT FIRST CLASS (SFC) JOHN ADAMS

I will always place the mission first.

SFC Adams' heroic actions prevented anti-Iraqi forces from emplacing Improvised Explosive Devices meant to injure American Soldiers. For his heroism, SFC Adams was awarded the Bronze Star with "V" Device for Valor.

View Sergeant First Class (SFC) John Adams's homepage >>

MAJOR (MAJ) JASON AMERINE

I will always place the mission first.

MAJ Amerine's actions in the face of overwhelming odds and direct hostile aggression resulted in the surrender of Kandahar by the Taliban forces and directly contributed to his country's success in the War on Terror. For his heroism, MAJ Amerine was awarded the Bronze Star with "V" Device for Valor.

View Major (MAJ) Jason Amerine's homepage >>

SERGEANT (SGT) MONICA BROWN

I will never leave a fallen comrade.

Refusing to leave a fallen comrade, SPC Brown distinguished herself by acts of conspicuous gallantry and courage under fire, becoming the second woman since WWII

SERGEANT FIRST CLASS (SFC) ROBERT GROFF

I will never quit.

SFC Groff's bravery in the face of 250 well-armed insurgents saved the lives of numerous Soldiers and civilians. For his heroism, SFC Groff was awarded the Bronze Star with "V" Device for Valor.

Characters are Co-Created

Transmedia characters draw the audience to imagine their backstories (and sidestories), shaped in large part by the audience in participatory culture.

http://flic.kr/p/7zLt8y

Narrative & Seriality

Character and story are revealed over time:

- Balanced content
- Consistent voices
- Respect the fans
  - Give them some space to “play”

AMERICA'S ARMY
AA 3
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AA
ARMY
LEARN MORE
PLAY NOW
AMERICA'S AA ARMY
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MOTION COMIC
KNOWLEDGE IS POWER
Watch It Now
POSSIBLE CAMP
LOGIN
REGISTER
AMERICA'S ARMY
GRAPHIC NOVEL
Read It Now!
#3 Under A Watchful Eye
PERFORMANCE
UPDATES
DOWNLOAD AA 3.1
Comic Con 2011
For the old Marine, flying into San Diego always makes me twitch. Not with the giddy anticipation of Comic Con, but because as we begin our descent, the yellow barracks of MCRD (Marine Corps Recruit Depot) where I did my 14 weeks of boot camp tower right there, a fence line away from the runway. But that subtle twinge is
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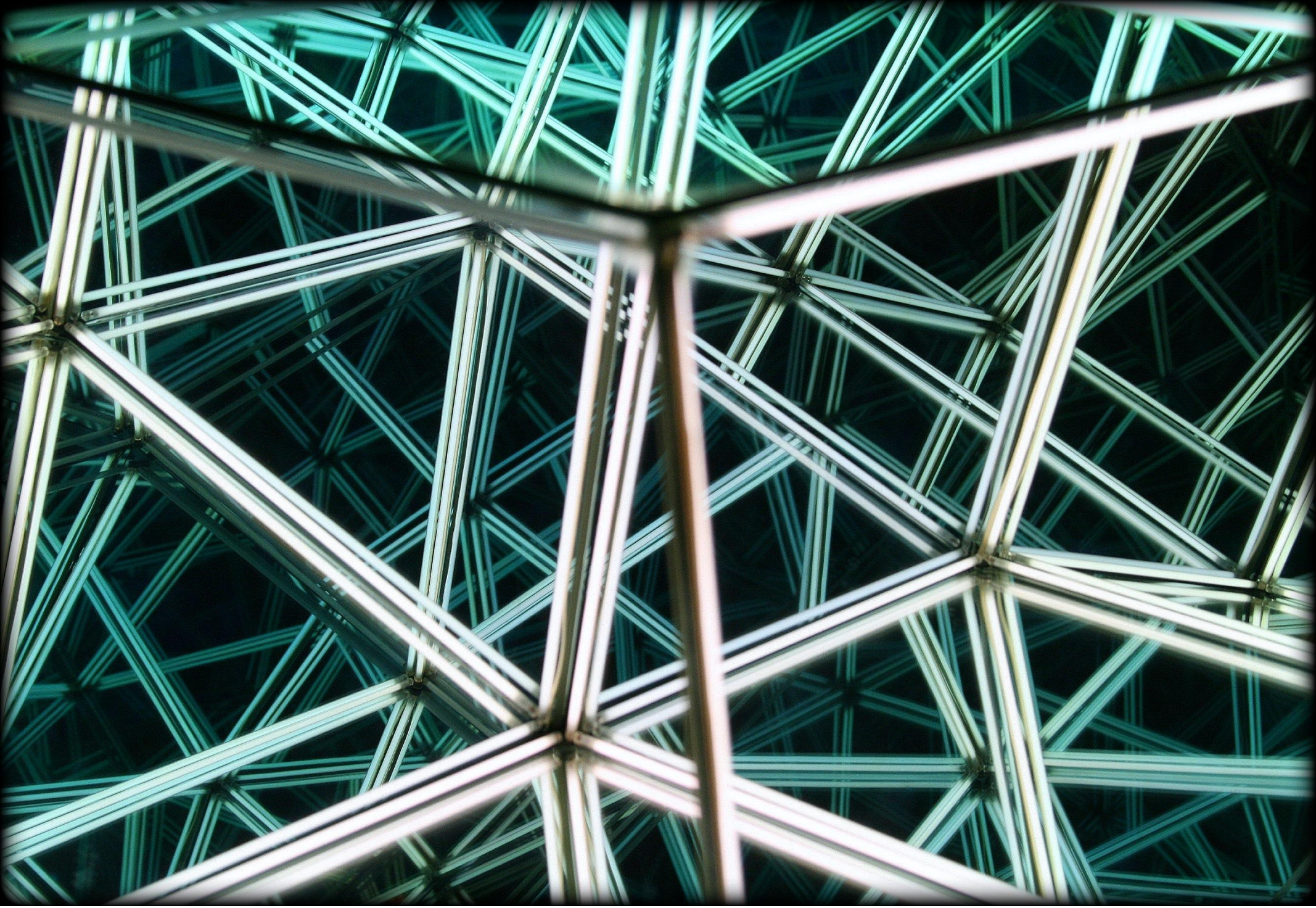
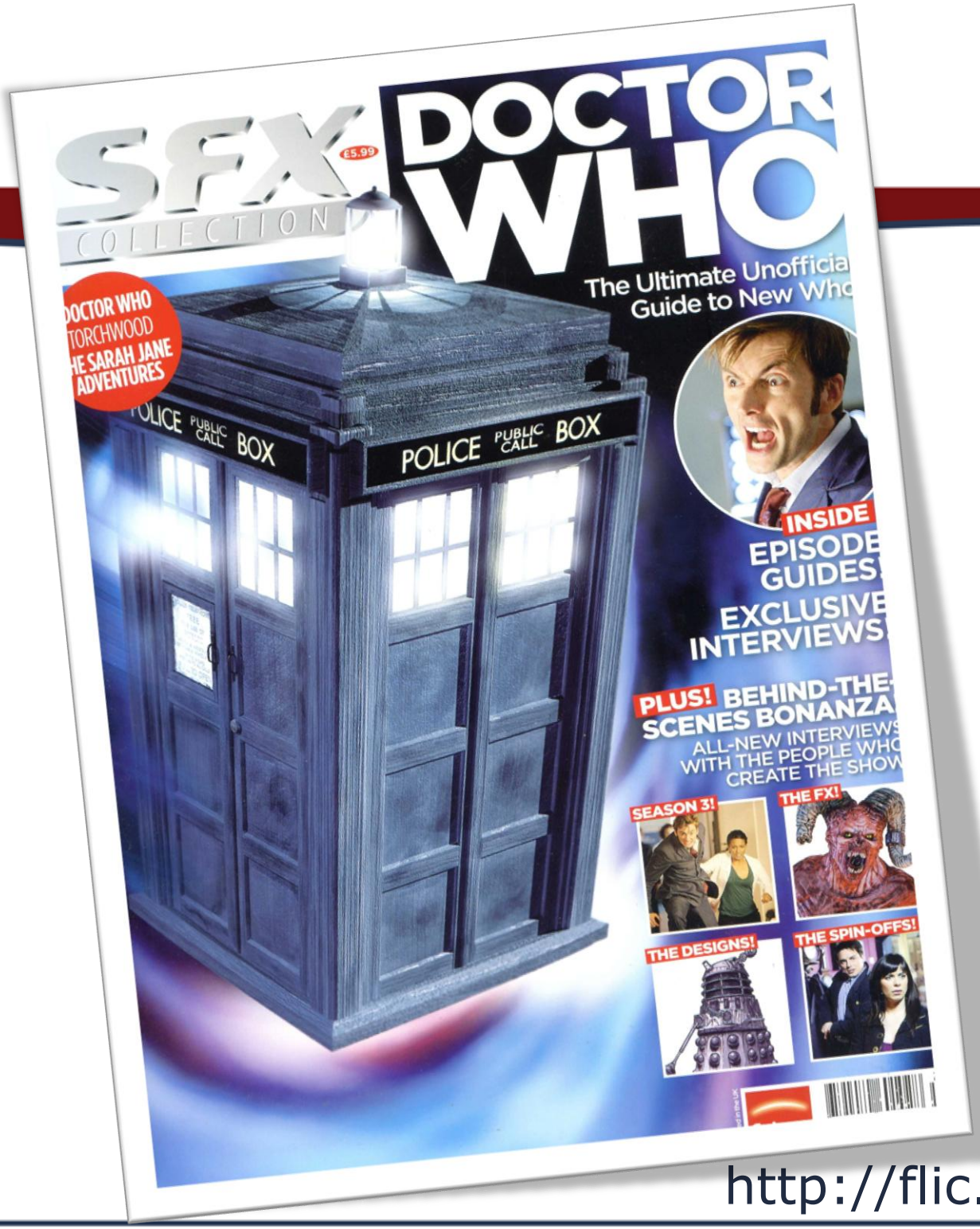
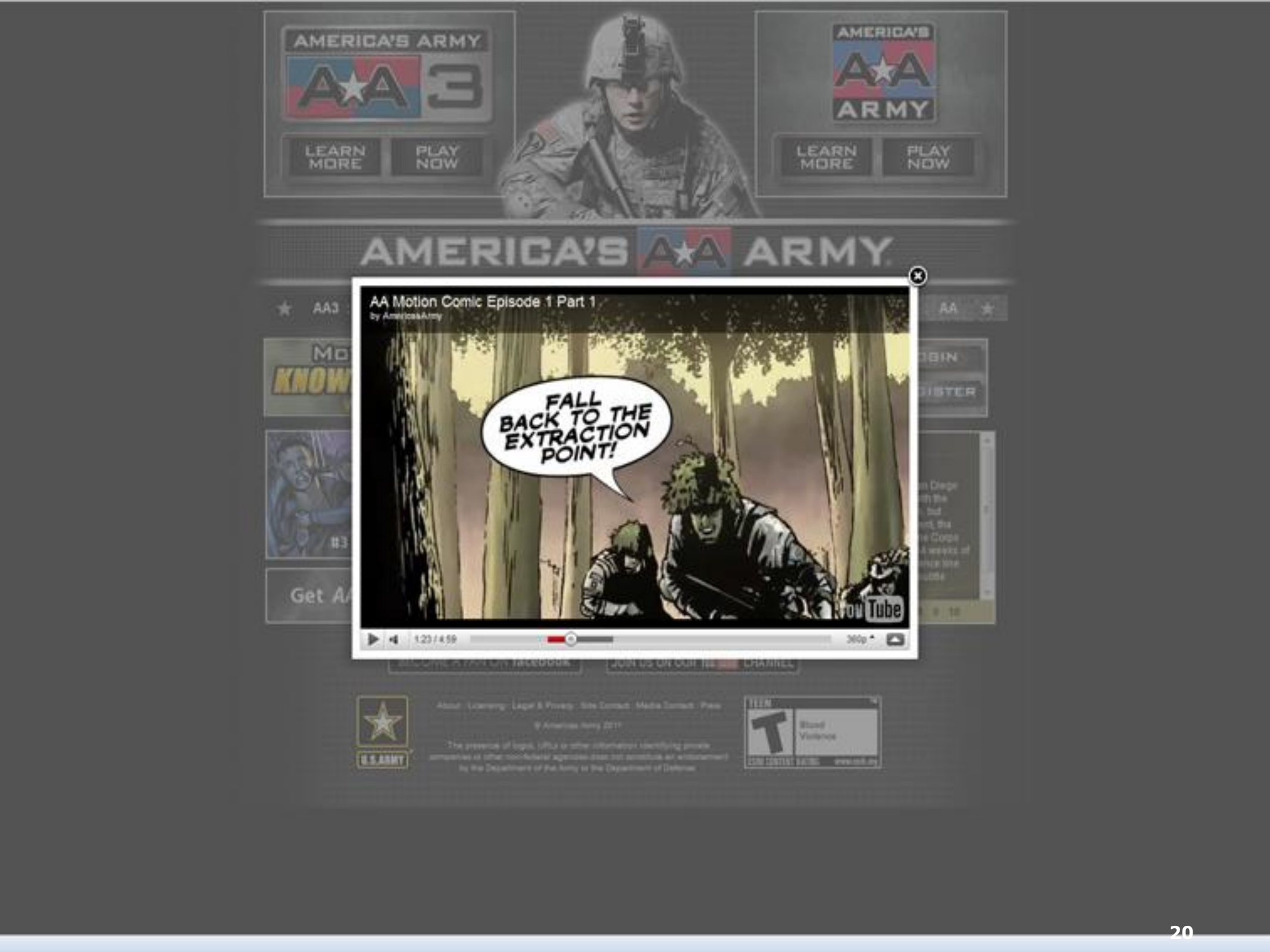


http://flic.kr/p/4G2Qdw

"WE NEED TO REFUEL, UNLIE, BUT WE'LL GET THE SECOND BIRD UP TO YOU ASAP. WE'LL BE BACK IN UNDER AN HOUR."
"UNDERSTOOD, MAAD."
"GET SOME SLEEP, UNLIE. MAAD, OUT."
"YES, I WILL TRY. THANK YOU, MAAD, OUT."
U.S.A.
YOU NEED TO TAKE A BREAK, PAL.
I KNOW. I JUST NEED TO PLOT THE NEW VECTORS AND WAYPOINTS INTO THE GUIDANCE AND CONTROL VEHICLE SOFTWARE.
JUST GO SOMEWHERE WHERE YOU'RE NOT ON YOUR FACE. TAKE A WALK. I CAN GET SOMEONE TO DO IT--
OKAY, LET'S GO! HUSTLE! HUSTLE!
NO! NO, WILLIAMS. I--
COFFEE! I JUST NEED LOTS OF COFFEE.
THEY'RE GOING TO PULL US OFF IN TWO HOURS ANYWAY, SAY THAT RIGHT--
TRUE. YOUR TWELVE HOURS ARE ALMOST UP, HARDY!
I KNOW YOU WANT TO SEE THEM BOTH IN SO I'LL SEE WHAT I CAN DO. BUT THE SECOND YOU FALTER, START TO GET TIRED--
BUT SIR!
UNDERSTOOD, SIR! AND THANK YOU.
WHY DIDN'T I GET INTO SUPPLY?
CREEEEK
AMERICA'S ARMY
16-17 of 28
COVERS
Zoom
FIELD MANUAL
Vectors And Waypoints



http://flic.kr/p/57A9m8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PLAY NOW
AMERICA'S A★A ARMY
AA Motion Comic Episode 1 Part 1
by AmericasArmy
FALL BACK TO THE EXTRACTION POINT!
YouTube
1:23 / 4:59
360p

Audience Interface (Performance)

- Co-creation
- Participatory

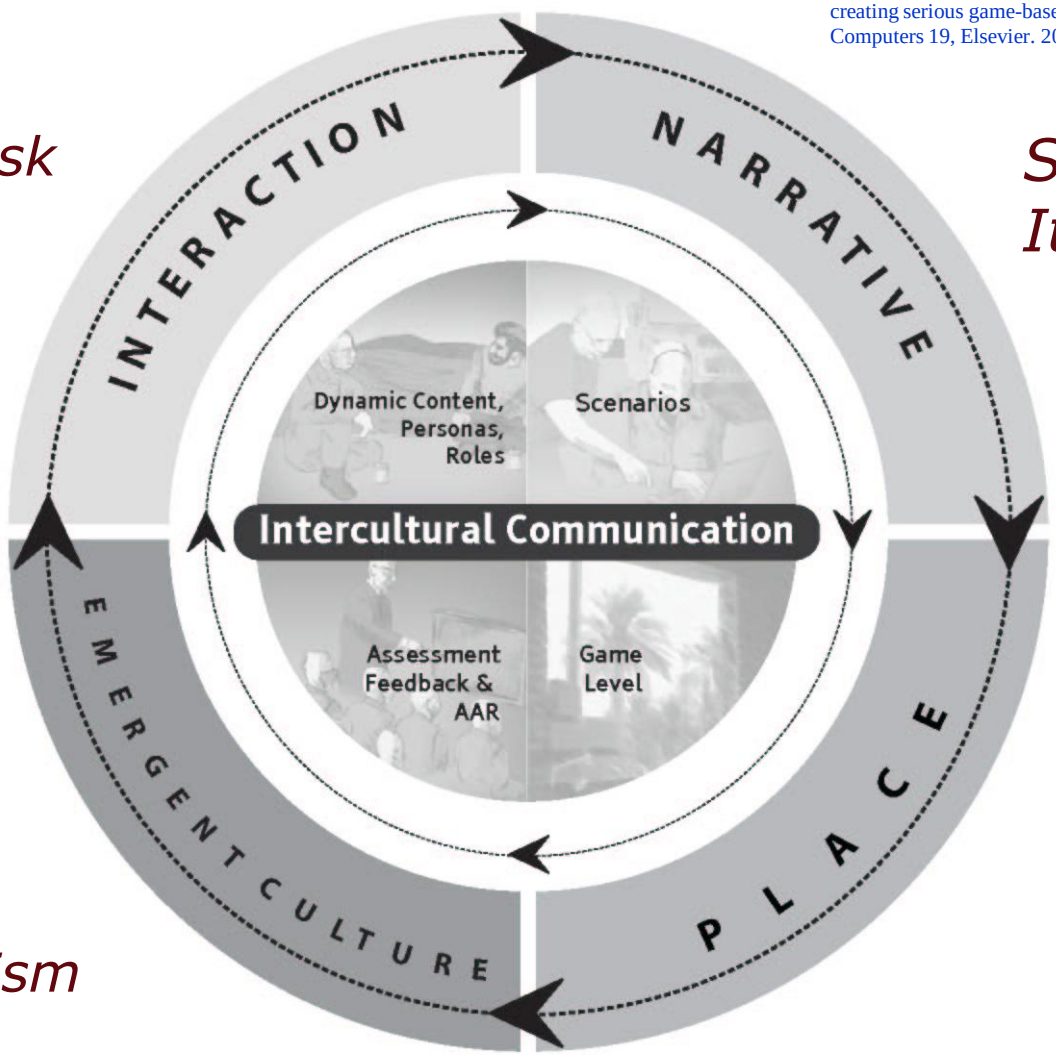
Photo courtesy of USAJFKSWCS, Ft. Bragg, NC

How do we do it?

Raybourn, E.M. (2007). Applying simulation experience design methods to creating serious game-based adaptive training systems. Interacting with Computers 19, Elsevier. 207-14.

Cognitive Task Analysis

SME Iteration



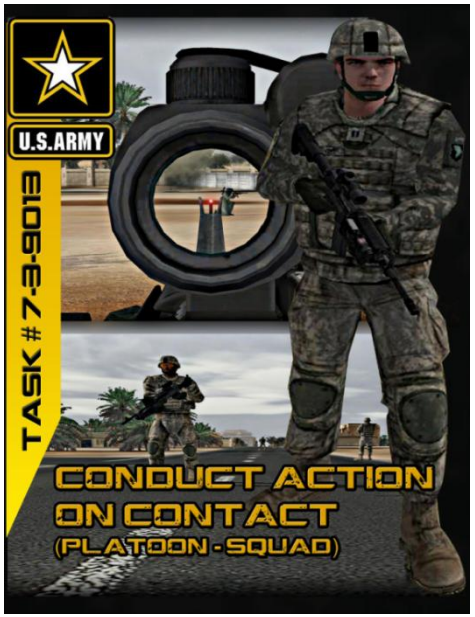
System functionality reinforces culture, ethnorelativism

Leverage Government investments

Example of Transmedia for Training

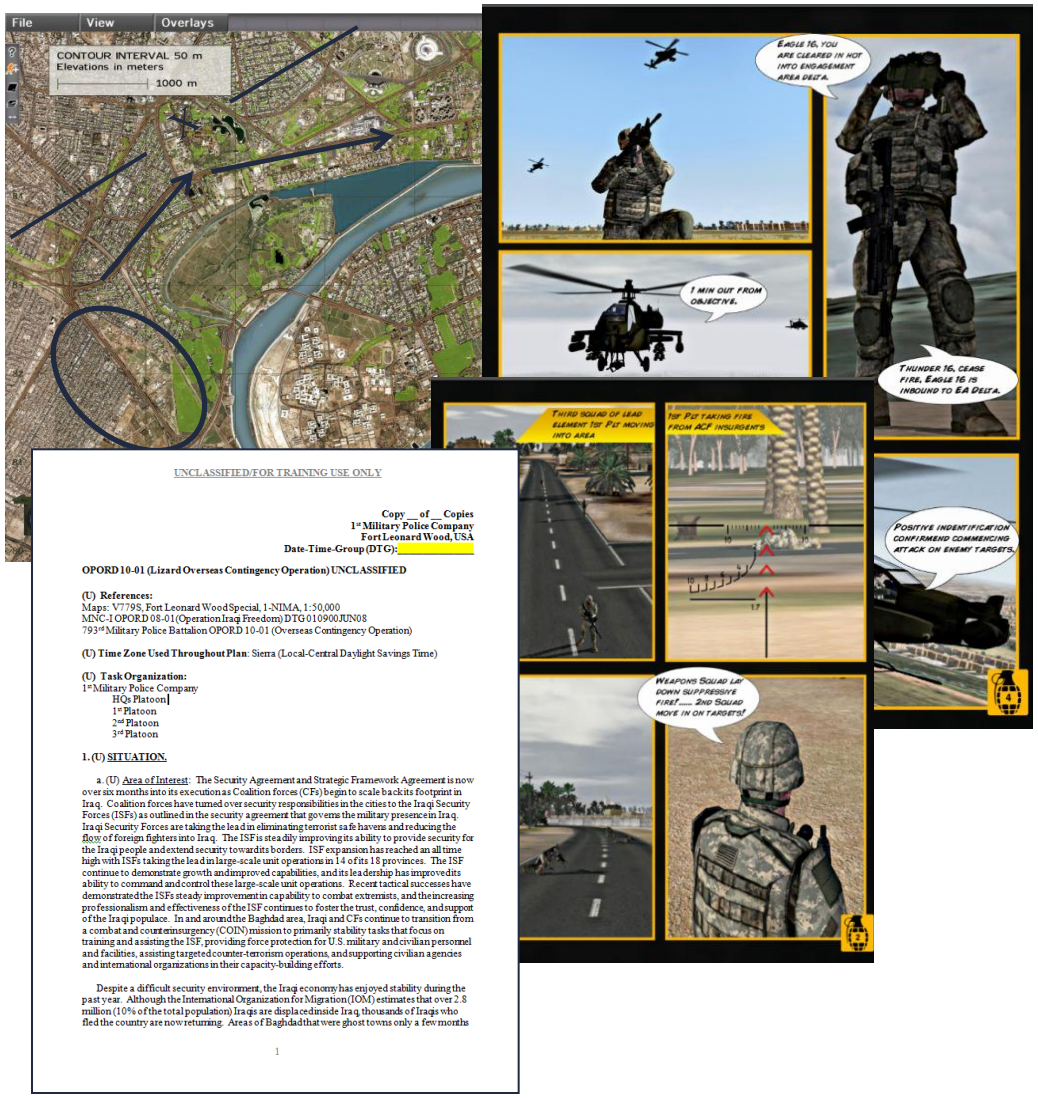
- Training Support Packages (TSPs)

  "a complete exportable package integrating training products, materials, and information necessary to train one or more critical tasks…contents will vary depending on the training site and the user." (DA, 1999, Para. V-7-3).



TSP Contents

- Instructor Guide
- Order of Battle
- Student Guide
- Tactical Materials
- Event Guides
- AAR Guides
- VBS2 Scenario Files
- Graphic Novels



Summary

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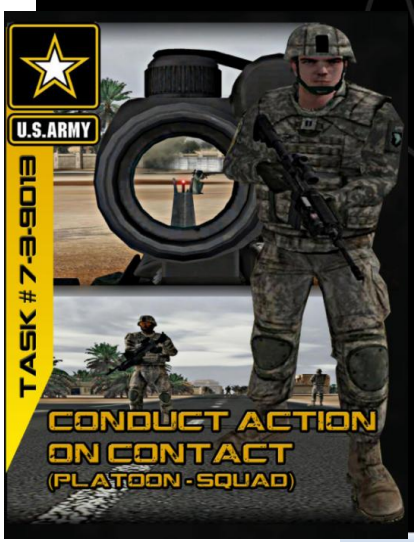
CREEEEK


U.S.ARMY
TASK #7-3-9013
CONDUCT ACTION ON CONTACT
(PLATOON - SQUAD)

THE OFFICIAL U.S. ARMY GAME
AMERICA'S ARMY
AA3 : DOWNLOADS : COMMUNITY : REAL HEROES : SUPPORT : U.S. ARMY : AA
REAL HEROES
VALOR
COURAGE
BRAVERY

Finally…

Photo taken by E. Raybourn, Courtesy of USMC MAGTFTC, 29 Palms

Resources

- Transmedia Principles
  - http://henryjenkins.org/2010/06/transmedia_education_the_7_pri.html
- *Understanding Comics*, Scott McCloud
  - www.youtube.com/watch?v=fXYckRgsdjI
- Simulation Experience Design Method
  - www.adlnet.gov

Contact Us

- Elaine Raybourn
  - elaine.raybourn@adlnet.gov
  - @adaptivestance
- Aaron Silvers
  - aaron.silvers.ctr@adlnet.gov
  - @aaronesilvers

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